

TvSCAN CBS- Susan

Elise Cloyd - 8/20/12 11:54 AM

Broadcast Order/Confirmation

Miami-Ft. Lauderdale - MAYJUL Nielsen

Qualitative Criteria: Release 1 2012 Feb11-Jan12 SCARBOROUGH

Political party affiliation is Independent, Independent, but feel close Democrt or Independent, but feel close Republicn and registered to vote in district of residence and always vote in presidential elections

Buyer	Elise Cloyd	Order Number	1,952
Client	Crossroads GPS	Campaign	Est. 1952
		Flight	Flight 1 08/23/12-08/29/12
Station	WFOR	Agency	Mentzer Media
Address		Address	600 Fairmount Avenue Suite 306 Towson MD 21286

WFOR-CBS

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su	RTG	QAJ P 35+	CPP
EARLY MORNING														
Th-Fr 6:00a- 7:00a	\$600	Aug23-Aug24	:30	4	--	--	--	2	2	--	--	1		
EARLY SHW-CBS														
Th-Fr 7:00a- 9:00a	\$600	Aug23-Aug24	:30	4	--	--	--	2	2	--	--	1		
CH 4 NEWS-5PM														
Th-Fr 5:00p- 6:00p	\$1,500	Aug23-Aug24	:30	4	--	--	--	2	2	--	--	2		
CBS 4 NEWS-6PM														
Th-Fr 6:00p- 6:30p	\$1,500	Aug23-Aug24	:30	2	--	--	--	1	1	--	--	2		
ENTERTAINMENT TONIGHT														
Th-Fr 7:00p- 7:30p	\$1,500	Aug23-Aug24	:30	4	--	--	--	2	2	--	--	2		
INSIDER														
Th-Fr 7:30p- 8:00p	\$1,500	Aug23-Aug24	:30	4	--	--	--	2	2	--	--	2		
D LETTERMAN-CBS														
Th-Fr 11:35p-12:37a	\$600	Aug23-Aug24	:30	4	--	--	--	2	2	--	--	1		
CH 4 NWS 11 PM														
Th-Su 11:00p-11:35p	\$2,500	Aug23-Aug26	:30	4	--	--	--	2	--	--	2	3		
PERSON OF INTEREST														
Thu 10:00p-11:00p	\$6,000	Aug23-Aug23	:30	2	--	--	--	2	--	--	--	7*		
NFL PRSN: DOLPHINS														
Fri 7:30p-10:30p	\$10,000	Aug24-Aug24	:30	2	--	--	--	--	2	--	--	8*		
SUNDAY MRN-CBS														
Sun 9:00a-10:30a	\$1,600	Aug26-Aug26	:30	1	--	--	--	--	--	--	1	3		

* Denotes estimated item(s).

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Ellie Cloyd - 8/20/12 11:54 AM

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WFOR-CBS

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su	RTG	QAJ P 35+	CPP
FACE NATN-CBS														
Sun 9:30a-10:00a	\$1,300	Aug26-Aug26	:30	1	-	-	-	-	-	-	1	2		
60 MINUTES-CBS														
Sun 7:00p- 8:00p	\$8,000	Aug26-Aug26	:30	2	-	-	-	-	-	-	2	7*		
GOOD WIFE														
Sun 9:00p-10:00p	\$5,000	Aug26-Aug26	:30	1	-	-	-	-	-	-	1	4*		
MENTALIST														
Sun 10:00p-11:00p	\$5,000	Aug26-Aug26	:30	1	-	-	-	-	-	-	1	4*		
SPORTS WRAP														
Sun 11:35p-12:05a	\$500	Aug26-Aug26	:30	1	-	-	-	-	-	-	1	1		
EARLY MORNING														
Mo-We 6:00a- 7:00a	\$600	Aug27-Aug29	:30	6	2	2	2	-	-	-	-	1		
EARLY SHW-CBS														
Mo-We 7:00a- 9:00a	\$600	Aug27-Aug29	:30	6	2	2	2	-	-	-	-	1		
CH 4 NEWS-5PM														
Mo-We 5:00p- 6:00p	\$1,500	Aug27-Aug29	:30	6	2	2	2	-	-	-	-	2		
CBS 4 NEWS-6PM														
Mo-We 6:00p- 6:30p	\$1,500	Aug27-Aug29	:30	3	1	1	1	-	-	-	-	2		
ENTERTAINMENT TONIGHT														
Mo-We 7:00p- 7:30p	\$1,500	Aug27-Aug29	:30	6	2	2	2	-	-	-	-	2		
INSIDER														
Mo-We 7:30p- 8:00p	\$1,500	Aug27-Aug29	:30	6	2	2	2	-	-	-	-	2		
D LETTERMAN-CBS														
Mo-We 11:35p-12:37a	\$600	Aug27-Aug29	:30	6	2	2	2	-	-	-	-	1		
CH 4 NWS 11 PM														
Mo-We 11:00p-11:35p	\$2,500	Aug27-Aug29	:30	6	2	2	2	-	-	-	-	3		
NCIS														
Tue 8:00p- 9:00p	\$8,000	Aug28-Aug28	:30	1	-	1	-	-	-	-	-	6*		
NCIS: LA														
Tue 9:00p-10:00p	\$7,500	Aug28-Aug28	:30	2	--	2	-	-	-	-	-	6*		
THE MENTALIST														
Tue 10:00p-11:00p	\$5,500	Aug28-Aug28	:30	2	--	2	-	-	-	-	-	6*		
CRIMINAL MINDS														
Wed 9:00p-10:00p	\$6,000	Aug29-Aug29	:30	2	--	2	-	-	-	-	-	5		
CSI														
Wed 10:00p-11:00p	\$5,000	Aug29-Aug29	:30	2	--	2	-	-	-	-	-	5		
WFOR Totals	\$212,900			95								238	\$894.54	
												51.6	4.6	
Monthly Aug 2012	Sep 2012													
Gross Cost \$99,600.00	\$113,300.00													

* - Denotes estimated item(s).

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.

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